



COLOR EXPRESSIONS WORKSHEET

THE CMG 2009 FALL INTERNATIONAL CONFERENCE

New Orleans, Louisiana USA

We are excited that you will be participating in the COLOR EXPRESSIONS Workshop in New Orleans. This Workshop will allow full expression of color directions in special products, materials or design areas which are sometimes difficult to show or describe in our color workshops.

This is the time to bring real samples and discuss color beyond two-dimensional restrictions – bringing the full impact of unique materials, processes and thought processes to the workshop table.

Now is the time to express yourself!

SIMPLY...

- ▶ Review this worksheet well ahead of our meeting in New Orleans.
- ▶ Gather samples and back-up information supporting your findings.
- ▶ Bring real samples and stories to share at the discussion table.
- ▶ Augment these ideas with digital images (royalty free).
- ▶ Bring your notebook computer if it will help you present your information or report back your findings.

We look forward to seeing you in New Orleans!

COLOR EXPRESSIONS COMMITTEE

Thomas Hunter, CMG

The Handy Kenlin Group
Melrose Park, Illinois, USA
708.450.9000 ext. 113
thunter@handykenlin.com
CHAIRMAN

Donovan C. Freeland, CMG

Colwell
Kendallville, Indiana, USA
206.433.3567
donf@colwellcolour.com
1ST VICE CHAIRMAN



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We have defined several areas of discussion to express directions in these more intricate areas of color expression. One of these should be of special interest to your own company and color design process.

STEP ONE: CHOOSE

Please select the ONE AREA in which you would like to participate:

- COLOR COMBINATIONS:
INTIMATE COMBOS** If you design patterns such as textile, wall paper or laminate design, define up to three (3) new directions that pattern design will be moving. Consider scale, organic or structured, rigid or flowing, image directions, etc. Then prepare two (2) color ways for each direction as it would be used on your own real world product.

 - COLOR COMBINATIONS:
PRODUCT** If you combine colors on the products such as toys or cell phones, define up to (3) new ways that color will be combined. Then prepare (2) color combinations for each new direction as it will be used on your own real world product.

 - COLOR COMBINATIONS:
ENVIRONMENTAL** If you combine color on materials to be used to create living environments, such as interior/exterior design, define up to (3) new ways that color will be combined. Then prepare (2) color combinations for each new direction as it will be used on your own real world product.
- Whenever possible, use Color Directions and Colors Current as determined in Fall 2008 for Contract and Spring 2009 for Consumer for your combinations.**
- The Workshop will include presentation of these ideas and discussion of real world challenges and solutions existing during the design and selection of color combinations for future product.
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- EXTERIOR HOME** Forecast color and materials directions for any exterior home products; including building materials such as siding, doors and windows, roofing, stone / brick, hardware or landscaping products and other outdoor product materials. Discuss the nuances of color by effect of shape, texture, light, finish, materials & composition, etc. Bring real samples and/or digital images to support your worksheet.

 - WOOD GRAINS** Forecast color directions for any wood grain you apply to products. Discuss the nuances of color by effect of shape, texture, light, finish, materials & composition, etc. Bring real samples and/or digital images to support your worksheet.

 - METALLIC FINISHES** Forecast color directions for any metallic finish you apply to products. Discuss the nuances of change by effect of shape, texture, light, finish, materials & composition, etc. Bring real samples and/or digital images to support your worksheet.

 - SPECIAL EFFECTS** Forecast directions for any special effect you apply to products. Discuss the nuances of change by effect of shape, texture, light, transparency, layers, chemistry, etc. Bring real samples and/or digital images to support your worksheet.

 - GRAPHIC DESIGN** Forecast color directions and discuss future issues relating to all areas of graphic design & discuss topics such as:
 - Color & design qualities in layout of pages, or products
 - Changes in use of fonts/typography
 - Web design, animation, video: Changes and trends
 - Managing color from design to production:
 - Color on different substrates; large output, vinyl, cloth, banners, etc.
 - RGB vs. CMYK vs. Pantone for brand consistency
 - Changes in method; digital vs. hand crafted artwork, stock photos vs. directed custom shotsBring real samples and/or digital images to support your worksheet.



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STEP TWO: BRAINSTORM BEFORE YOU ARRIVE

Present only new ideas and movements in your SELECTED Workshop area.

ORGANIZE YOUR RESEARCH:

- Use a presentation format (real samples, mood boards, trend boards, PowerPoint presentations, photos).
- Bring stories of how this will directly apply to your product-line.
- Communicate effectively.

LIST KEY TRENDS/EVENTS HAVING THE POTENTIAL TO INFLUENCE YOUR COLOR EXPRESSION IN THE NEXT THREE YEARS:

Consider a broad range of influences, possibly including:

- Culture Psychographics/Consumer behavior
- Demographics/Society/Consumer attitudes
- Entertainment/Leading edge industries
- Technology/The economy
- Nature & environment/US & world political considerations

STEP THREE: EXPERIENCE STORYTELLING IN THE WORKSHOP

MEET YOUR GROUP & FACILITATORS:

Your Workshop Facilitators will help guide you into the process of sharing your research. Handouts will be available to help with things like CMG terminology and the time frame available for the day's discussion.

PRESENT YOUR RESEARCH:

You will have the opportunity to present your research to your group:

- Show samples, view photos, website or other references, discuss experiences and problems.
- Experience the valuable exchange of information.

DISCUSS COLOR USING THE FORMAT & TERMINOLOGY PROVIDED:

When you need to describe the color movement in your specific Color Expressions area you can use the terms & color diagram provided here to define changes in color:

COLOR TERMS:

Hue - *the movement of color within and among color families*

Chroma - *movement of color clarity*

Value - *movement of color lightness/darkness*

COLOR DIRECTIONS DIAGRAM:

(shown on next page)

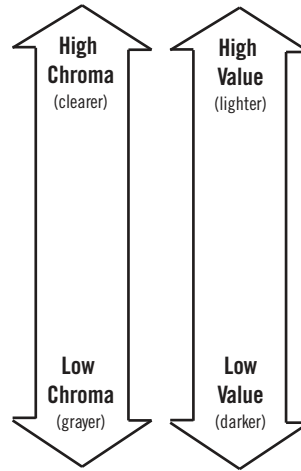
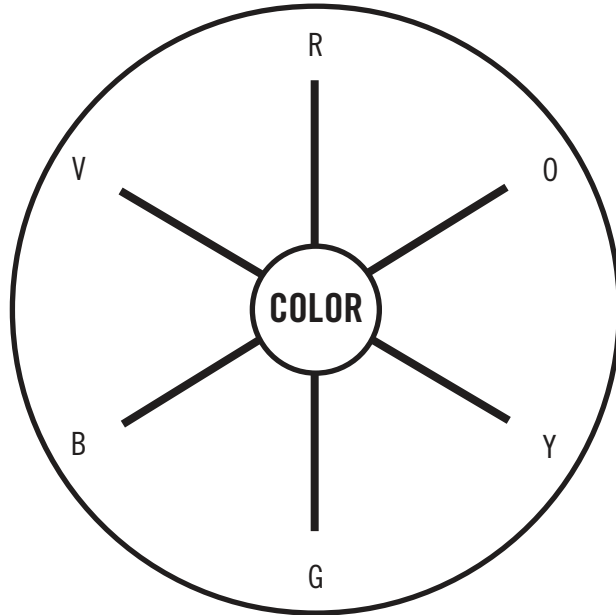


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COLOR DIRECTIONS DIAGRAM - In What Directions are Colors Moving?



EXAMPLE

Movement of Color Direction

Placing a mark in these positions indicates that the Forecast color (a red) has moved towards orange, with more chroma but equal value to a similar color or color family.

STEP FOUR: CONSOLIDATE YOUR INFORMATION

REFINE ALL THE INFORMATION AND IDENTIFY THE DIRECTIONS:

Hone the stories of the future to the most important top six movements that will shape your specific Color Expression in 1- 3 years.

You have defined up to six points of discussion to show directions in your area of color expressions. Describe them on the following page and attach or bring accompanying samples.

SAMPLE SHEET FOR PRESENTATION

Don't forget to bring your samples, any tools for presentation, your worksheet, and your creativity!

We look forward to seeing you soon!

Tom & Don



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Six points of discussion to show directions in your area of color expressions:

1	2
3	4
5	6



COLOR MARKETING GROUP
5845 Richmond Highway, Suite 410
Alexandria, Virginia, USA 22303-1865
703-329-8500
703-329-0155 *fax*
cmg@colormarketing.org *email*
www.colormarketing.org *web*

NAME: _____

COMPANY: _____

INDUSTRY: _____

PRODUCTS: _____